Republic of South Africa's
national Coat of Arms
Corporate Identity and Branding Guidelines

27

5.8   Corporate clothing

5.8.1   Name tags
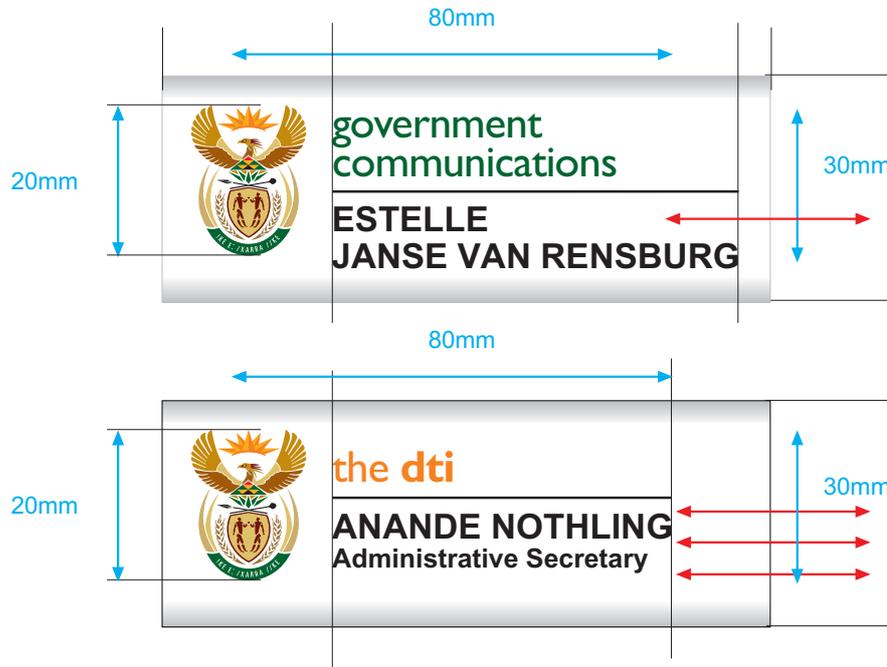
80mm

20mm

**government
communications**

**ESTELLE
JANSE VAN RENSBURG**

30mm

Name: Arial Bold - 13 pt
Colour: Black

80mm

20mm

the dti

ANANDE NOTHLING
Administrative Secretary

30mm

Name: Arial Bold - 13 pt
Designation: Arial Bold - 10pt
Colour: Black

arts & culture

**ESTELLE
JANSE VAN RENSBURG**

2 line name: Arial Bold - 13 pt
Colour: Black

**government
communications**

JOLEEN ANN MOKOENA

1 line name: Arial Bold - 13 pt
Colour: Black

**government
communications**

ANANDE NOTHLING
Administrative Secretary

Name: Arial Bold - 13 pt
Designation: Arial Bold - 10pt
Colour: Black

CORPORATE CLOTHING

Republic of South Africa's
national Coat of Arms
Corporate Identity and Branding Guidelines

28

5.8 Corporate clothing

5.8.2 General and project-specific clothing

A certain degree of formality is required in uniforms. It should be functional and simple. Branding and colours are kept to a minimum with the emblem providing a focal point of identification on pockets only. In special cases thematic branding is allowed, e.g. 2010 Soccer Bid. Thematic identification of projects can alternatively occur in the form of a pin that may be worn on the left lapel.

General clothing

Black jacket

Grey skirt

Republic of South Africa's
national Coat of Arms
Corporate Identity and Branding Guidelines

29

5.8   Corporate clothing

5.8.3   Shirt, tie, cuff links and tie clip

Emblem on a shirt to be embroidered in the same colour as the shirt.

The national Coat of Arms printed in single colour on cuff links.

Tie clip

The national Coat of Arms printed in in single colour on ties.

Republic of South Africa's
national Coat of Arms
Corporate Identity and Branding Guidelines

30

5.8   Corporate clothing

5.8.4   Informal men and women's wear
5.8.4.1 Sports shirt and jacket

General departmental and special projects. These examples are shown to illustrate the usage
of the emblem.

Golf shirt

Golf shirts and jackets may
have a printed or embroidered
application of the emblem in
full colour or single colour.

Jacket

Republic of South Africa's
national Coat of Arms
Corporate Identity and Branding Guidelines

31

5.8   Corporate clothing

5.8.4   Informal men and women's wear
5.8.4.2   Cap and hat

These examples show the usage of the departmental signature on its own and with a thematic identity. When a thematic identity is the lead communications platform, the departmental signature is placed on the back of the item as shown.

Cap

Project-specific design to go on front of caps and hats.

Caps and hats may have a printed or embroidered application of the emblem in full colour or single colour.

Hat